

Message Text

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PAGE 01 BONN 09672 261823Z
ACTION EUR-12

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FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 8907
USMISSION USBERLIN
AMCONSUL FRANKFURT
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS BONN 09672

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - MONARCH INTERNATIONAL,
CHULA VISTA, GA

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

FIRMA MOTORRAD CENTER NEUKOELLN
PANNIERSTRASSE 37 AND 41
D-1000 BERLIN 44, GERMANY
CONTACT: HERR KARL OCKENGA
PHONE: (030) 623-83-70
COMMENT: FIRM IS A MEDIUM SIZED WEST BERLIN DISTRIBUTOR
OF MOTOR CYCLE HELMETS IN LOCAL MARKET. FOR PRODUCT
LINES OFFERED THERE COULD BE POTENTIAL MARKET IN BERLIN.
INTERESTED FIRM WAS ESTABLISHED IN 1969; EMPLOYS 7.
WELL-ESTABLISHED COMPANY HAS ACHIEVED SUBSTANTIAL
EXPANSION OF ITS MARKET SHARE IN RELATIVELY BRIEF TIME.
FIRM OFFERS GOOD PROSPECTS FOR DEVELOPING NEW PRODUCT
LINES IN THIS MARKET. MANAGEMENT WOULD LIKE
ADDITIONAL PRODUCT LITERATURE IN GERMAN, IF AVAILABLE.
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EYSEL MOTOR SPORT GMBH
GELNHAUSER STR. 3
D-6456 LANGENSELBOLD
CONTACT: HUGO F. EYSEL, PRESIDENT
PHONE: 06184-2751
LOCATED NEAR FRANKFURT, THIS COMPANY IS A WELL-KNOWN

WHOLESALE OF MOTORCYCLES AND ACCESSORIES. IT REPRESENTS VARIOUS U.S. FIRMS IN THOSE LINES, AND MR. EYSEL HAS STATED MONARCH'S PRODUCTS WOULD BE SUITABLE TO ROUND OUT HIS PROGRAM.

PEMAS GMBH
KARL-STIELER-STRASSE 21/23
D-8031 STOCKDORF
CONTACT: FRAU LETZ, IMPORT MANAGER
PHONE: 089/8572055
COMMENT: COMPANY ESTABLISHED IN 1974, MAINLY WHOLESALING ALL TYPES OF PARTS AND ACCESSORIES FOR AUTOMOBILES AND MOTORCYCLES. ANNUAL SALES INDICATE AN UPWARD TREND. SALES IN 1977 AMOUNTED TO 6.5 MILLION. COMPANY'S FINANCES ARE SAID TO BE SOUND AND OBLIGATIONS MET PROMPTLY. SUITABLE TRADE PARTNER.

AMCONSUL STUTTGART COMMENT:
QUESTION HAS BEEN RAISED BY GERMAN DISTRIBUTORS WHETHER MONARCH'S HELMETS HAVE BEEN TESTED AND RECEIVED NUMBERS (PRUEFNUMMERN) FROM THE FOLLOWING TWO GERMAN COMMISSIONS:
OMK- OBERSTE MOTORSPORTKOMMISSION
ONS- OBERSTE SPORTKOMMISSION
SHOULD THIS BE THE CASE, FOLLOWING COMPANY MIGHT BE INTERESTED:
DIETRICH OHG
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ZWEIRADSPORT- UND RASENMAEHER
AN DER AUFSTIEGSTR. 24
D-7300 ESSLINGEN 1 (BERKHEIM)
CONTACT: HERR SCHNEIDER
PHONE: 711/345335

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
STOESSEL

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Message Attributes

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Subject: ADS REQUEST - MONARCH INTERNATIONAL, CHULA VISTA, GA THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY
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